

Company Location

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Contact Numbers

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Company Overview

The Company was incorporated as a Delaware corporation in 1987 as IatroMed, Inc. and changed its name to OrthoLogic Corp. in 1991. OrthoLogic develops, manufactures, and markets proprietary, technologically advanced orthopedic products designed to promote the healing of musculoskeletal tissue, with particular emphasis in fracture healing and spinal repair. OrthoLogic's products are designed to enhance the healing of diseased, damaged, degenerated, or recently repaired musculoskeletal tissue.

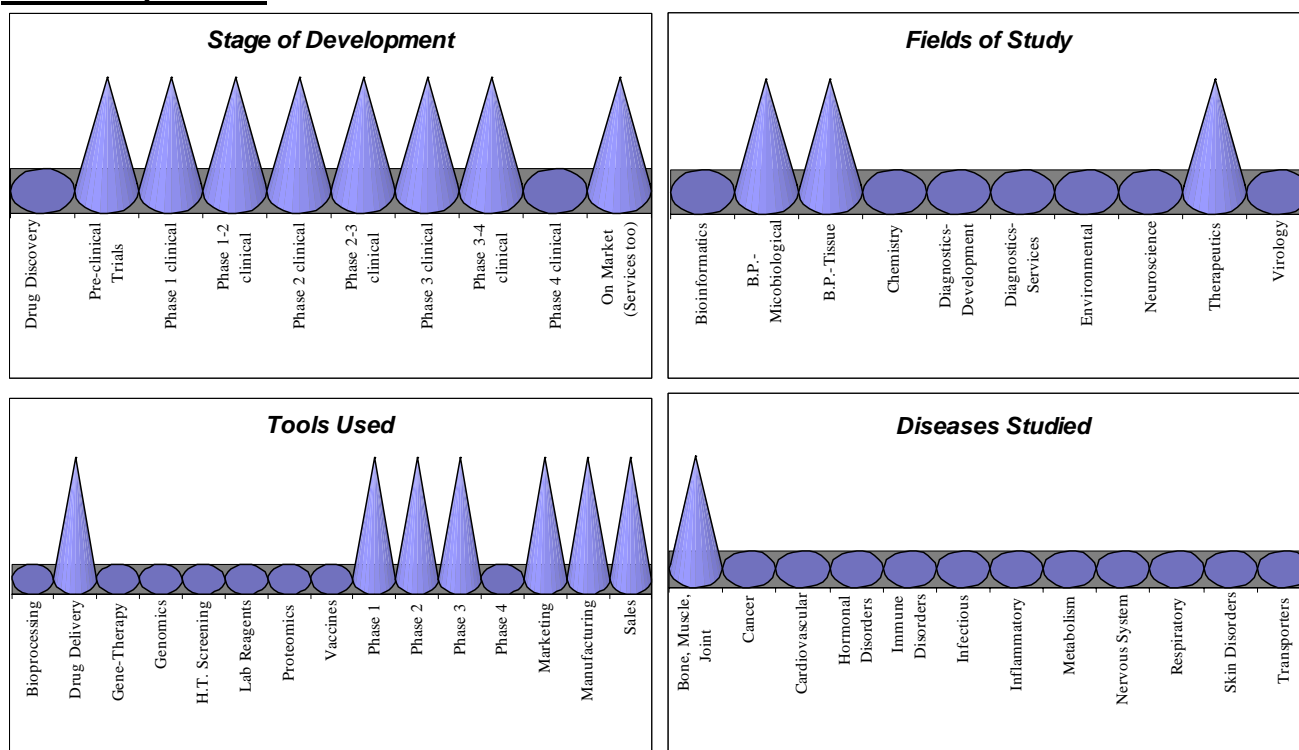
Expertise

Number of Employees	156
PhD	3
MS	3
Other Degreed	60

Specific Scientists

1. James Ryaby
2. Michael Sheller
3. Hali Wang

Core Competencies



Products and Services

Patents

Describe: The Company holds title to or has exclusive worldwide license of a total of 65 BioLogic patents and design patents. The Company also has been assigned and maintains 19 patents covering methods for ultrasonic bone assessment and therapy by noninvasively and quantitatively evaluating the status of bone tissue in vivo through measurement of bone mineral density, strength, and fracture risk.

Drug Development

Which Drugs: Chrysalin (several different applications and/or indications under development)
Describe: Chrysalin is a 23-amino acid synthetic peptide representing a fragment of the human thrombin molecule. Thrombin has been shown to be involved in the healing process for both soft tissue and bone. Chrysalin stimulates the body's natural healing processes, resulting in accelerated tissue repair.

Professional Services

What Services: Marketing, sales, and service of bone growth stimulation and fracture fixation devices

Describe: The Company markets devices to physicians, contracts with third party payors, and delivers products to patients.

Research

What Research: Product engineering, basic and pre-clinical research, and the design and conduct of clinical trials

Describe: Individuals within the research and development department have extensive experience in the areas of biomaterials, bioengineering, animal modeling, and cellular and molecular biology

Business Outlook

Mission Statement

Our vision is to become a worldwide leader in fracture healing, spinal repair, and orthopedic soft tissue repair.

Commercialization Strategy

OrthoLogic's product line includes bone growth stimulation and fracture fixation devices which are marketed and sold to orthopedic surgeons. Products are sold primarily through a direct sales force, supplemented by regional distributors.

Competition:

The orthopedic market is characterized by rapidly evolving technology and intense competition. The primary competitors for the Company's ongoing bone growth stimulation business include Electro-Biology, Inc. (EBI, a subsidiary of Biomet, Inc.), OrthoFix International, and Exogen, Inc. (a subsidiary of Smith and Nephew). New research in orthobiologics, including the Company's own work with Chrysalin, may well affect the market potential for bone growth stimulation in the future.

Problems:

Many of the Company's competitors have substantially greater resources and experience in research and development, obtaining regulatory approvals, manufacturing, marketing and sales of medical devices and services, and therefore represent significant competition for the Company. Any product developed by the Company that gains regulatory approval would have to compete for market acceptance and market share in an intensely competitive market.

Needs and Interests

